

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

LFC 1017 FUNDAMENTALS OF STRATEGIC COMMUNICATION (All Sections)

4 MARCH 2017
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **FOUR** printed page with **3** sections.
2. Answer **ALL** questions.
3. Write your answers for **Section A, B and C** in the Answer Booklet.

SECTION A: STRUCTURED QUESTIONS [16 MARKS]**Instruction:** Answer **ALL** questions.

1. A corporate communication strategy framework is a tool for planning communication with your employees, customers, suppliers and investors.
 - a. Define corporate strategy. (2 marks)
 - b. Briefly explain corporate communication strategy framework. (2 marks)
 - c. Identify **FOUR (4)** elements of communication strategy framework. (4 marks)
2. One way in which organizations have addressed challenges in dealing with different expectations and demands of stakeholders is by strategically projecting a particular positive image of the organization, known as a corporate identity, to build, maintain and protect strong reputations with stakeholders.
 - a. Define corporate identity. (2 marks)



Figure 1: The Birkigt and Stadler Model of Corporate Identity

- b. Based on the above Model of Corporate Identity, explain the following concepts:
 - i) Behaviour
 - ii) Communication(2 marks)
- c. Define symbolism. (2 marks)
- d. Briefly explain corporate image. (2 marks)

Continued...

3. A good plan will provide a strategic framework to identify the different goals for brand communication. Define brand communication.

(2 marks)

SECTION B: CASE STUDY [14 MARKS]

Instructions: Read the case study below and answer the questions that follow.

McDonald's has a number of active marketing and communication strategies to avoid negative effects on the brand image. At one time McDonald's was under attack from several quarters. Obesity among adults and children is a major problem, and fast-food chains such as McDonald's are singled out as a major contributor to obesity.

In order to portray good image, McDonald's corporate social responsibility is a key part of the company's heritage and business strategy. Recently in Malaysia, McDonald's ran multiscreen campaigns known as "Responsive Lightbox". This ad campaign was presented through the social media which the users can access through their own devices.

The campaign objectives were to increase consideration toward their latest product promotion, drive awareness on their selfie contest and maximize reach of target audience through multiple channels.

Among their strategies were to take advantage of Responsive Lightbox's feature, that was responsive to any devices including mobile, tablet and desktop. It was creatively built using high impact ad format to attract online users and increase interactivity and engagement. There was also a video icon in the menu bar linking to McDonald's promotional videos. Prize details and the current promotions were also included with just a single click.

The well designed and attractive "Responsive Lightbox" ad unit successfully captured more than 835,400 eyeballs via desktop and mobile. Additionally, 17,171 online users engaged with the ad campaign. The campaign performed well indeed as it achieved a healthy Click Through Rate (CTR).

1. Point out McDonald's marketing communication strategies.

(7 marks)

2. Describe the role of a Corporate Communication Strategist in supporting McDonald's image and reputation.

(7 marks)

Continued...

SECTION C: ESSAY [20 MARKS]

Instructions: Choose only **ONE (1)** question. Write an essay of approximately 250 - 350 words.

1. The Health Minister Datuk Seri Dr S. Subramaniam stated via his facebook that Zika cases were already present within Malaysian communities. Dr Subramaniam said that the ministry was still uncertain as to where the virus might have originated from. He, however, said it was possible that there were other infected people in the community who were potential sources of infection. "We will intensify vector control activities in these affected areas," he said. Dr Subramaniam further added that it was the responsibility of all Malaysians to intensify the anti-aedes war as Zika was already present in the nation.

As a Corporate Communication officer with the Ministry of Health Malaysia, you are required to organise a digital campaign to inform people of the dangers of "Zika". You must utilize a variety of digital communication strategies and tactics to create public awareness and change individual behavior patterns.

Question:

Propose key messages in a the strategic communication plan for the digital campaign to inform the public about the dangers.

(20 marks)

2. Online social networks such as Facebook and Twitter have become essential channels in business strategies. Corporate Social Responsibility (CSR) communication faces new challenges in these spaces, where companies can interact with users, generate a brand community, increase their visibility, and strengthen their position in the market. As a public relations tool, CSR is used to generate positive publicity about the company. By doing well and doing good, the company can meet and sometimes exceed the expectations of its various stakeholders.

In order to be perceived as a good corporate citizen, H&M takes an initiative to promote its products and CSR through the various social media platforms especially their official website. From a single womenswear store in 1947, to a global company offering fashion for the whole family, under the brand names of H&M, the company's business concept is to bring "fashion and quality at the best price" to their customers. H&M has seven CSR commitments: provide fashion for conscious customers, choose and reward responsible partners, be ethical, be climate smart, reduce/reuse/recycle, use natural resources responsibly, and lastly strengthen communities. To create awareness and promote the company and its products, H&M uses video advertisements, print advertisements and e-marketing in informing their latest products and CSR. These promotion and communication strategies reach consumers from different places anywhere in the world, especially those from the target markets.

Continued...

Question:

Elaborate on the communication strategies that H&M used in the changing media environment in promoting their brand and corporate social responsibility (CSR).

(20 marks)

End of Paper